



# NORTHBRIDGE MINDS

Bridging Industry with Education



# INDUSTRY-LED MBA PROGRAMMES FOR FUTURE-READY UNIVERSITIES

Bridging Academia and Industry  
through Simulations, Structured OJT,  
and Experiential Learning



INDUSTRY-LED  
CURRICULUM



INDUSTRY  
EXPERTS



SIMULATIONS



OJT WITH  
STIPEND



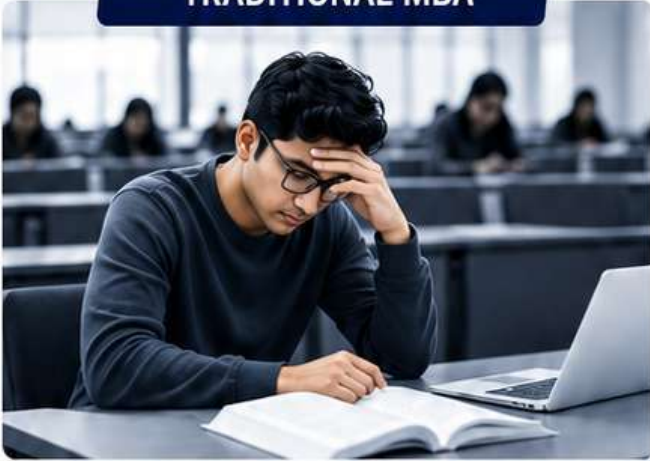
NEP  
ALIGNED

# THE INDUSTRY GAP

Today's MBA Graduate Faces a Different World

The expectations from MBA graduates have evolved. Universities must bridge the gap between academic learning and industry requirements.

## TRADITIONAL MBA



### THEORY HEAVY

Focus on concepts with limited practical application.



### LIMITED INDUSTRY EXPOSURE

Minimal interaction with real industry challenges and environments.



### INTERNSHIP DEPENDENT

Industry exposure depends on students finding their own internships.



### LEARNING ENDS IN CLASSROOM

Education confined to classroom learning and examinations.



### RESULT:

Graduates need significant time to become industry-ready.

VS

## NORTHBRIDGE MBA



### INDUSTRY-LED

Curriculum designed around real industry requirements.



### SIMULATION-BASED

Learn by solving real business scenarios and making decisions.



### STRUCTURED OJT

Industry exposure built into the programme with mentorship.



### LEARNING THAT CONTINUES

Experiential learning, industry projects, and continuous skill development.



### RESULT:

Graduates are industry-ready from day one.

“*The future belongs to institutions that combine academic excellence with industry relevance.*”

# WHY NORTHBRIDGE MINDS

We bring industry depth, academic rigour and experiential learning together to create future-ready MBA graduates.

01



## INDUSTRY-LED CURRICULUM

Curriculum designed around real industry requirements and emerging trends.

02



## INDUSTRY PRACTITIONER FACULTY

Courses delivered by professionals with rich industry experience and practical insights.

03



## SIMULATION-BASED LEARNING

Students learn by making business decisions in a risk-free, simulation-driven environment.



## STRUCTURED OJT WITH STIPEND

Industry exposure is built into the programme with structured OJT and stipend opportunities.

04



## NEP-ALIGNED LEARNING DESIGN

Aligned with NEP 2020 principles of experiential, outcome-based and multidisciplinary learning.

05



## CAREER READINESS & MENTORSHIP

Continuous mentorship, industry guidance and career preparation to ensure graduate success.

06



Strong industry connects across sectors and functions.



Practical learning ecosystem with real business relevance.



Outcome-driven approach focused on employability and impact.



Building future-ready leaders who can create value from day one.

“

*Our mission is simple – bridge the gap between academia and industry, and transform MBA education for the future.*

”

# BUILT BY PRACTITIONERS, ENTREPRENEURS AND EDUCATORS

Our co-founders bring together deep industry experience, entrepreneurial mindset and academic insight to design and deliver industry-led MBA programmes that create real impact.



**NEERAJ SHARMA**

COFOUNDER

-  Founder & CEO, Recyclaro.com  
Leading a B2B platform for global recyclable materials trade.
  -  17 years of experience in international trade and supply chain across 20+ countries in the USA, Europe, Latin America and Asia.
  -  Ex-CEO, Star Stallion International  
Scaled a global trading company specializing in metals and minerals.
  -  Co-founded CoCult.com (acquired by a US HR firm)
  -  ASSOCHAM Entrepreneur of the Year 2019
  -  FT Asia-Pacific High-Growth Companies 2022
- 
-  MBA, IIM Kozhikode  
Studied MS in Texas A&M University, USA



**ASEEM SINGHAL**

COFOUNDER

-  Founder, Unflake  
India's leading options backtesting platform.
  -  Ex-Deutsche Bank & JPMorgan, Singapore  
Stints in global investment banking and quant finance.
  -  IIM Kozhikode Gold Medalist (Rank 1)  
Top-ranked MBA from IIM Kozhikode.
  -  SEBI Registered Research Analyst  
Qualified professional in securities research.
  -  Bestselling Author  
Author of two bestselling trading books.
- 
-  MBA, IIM Kozhikode (Gold Medalist)  
MBA, Kellogg | MBA, IE Business School  
MS in Financial Engineering, WorldQuant University



**RAJAT JOHARI**

COFOUNDER

-  Director, Skillre.com  
Building workforce readiness through industry-aligned skilling programs.
  -  Ex-Founding Team, Unacademy  
Mentored and impacted 30,000+ students during his tenure.
  -  Ex-Group A Gazetted Officer, Govt. of India  
Served with PWD and worked on the Dedicated Freight Corridor under the Ministry of Railways.
  -  Civil Engineer  
Strong foundation in infrastructure and project execution.
- 
-  MBA, IIM Kozhikode

COMBINED EXPERTISE ACROSS



EDUCATION



FINANCE



TECHNOLOGY



ENTREPRENEURSHIP



GLOBAL BUSINESS



WORKFORCE  
DEVELOPMENT

“

*Our diverse experience and shared vision drive our mission to transform management education and build future-ready leaders.*

”

# WHY PARTNER WITH NORTHBRIDGE MINDS?

We bring together industry, academia and technology to create future-ready leaders through a partnership model that is practical, impactful and scalable.



## INDUSTRY-INTEGRATED CURRICULUM

Programs co-created with industry leaders to ensure relevance, rigor and real-world applicability.



## EXPERT FACULTY & MENTORS

Learn from a blend of academic scholars, CXOs and domain experts with extensive industry experience.



## STRONG INDUSTRY CONNECT

Leverage our network of 200+ industry partners for projects, mentorships, placements and collaborations.



## EMPLOYABILITY FOCUSED

Hands-on learning, live projects and skill development to build job-ready, future-ready management professionals.



## GLOBAL PERSPECTIVE, LOCAL RELEVANCE

Global best practices blended with Indian business realities to develop leaders who can thrive anywhere in the world.



## TECHNOLOGY ENABLED LEARNING

Blended learning model with cutting-edge technology, analytics and personalized learning experiences to drive outcomes.

## WHAT OUR PARTNERS GAIN



Access to a pool of high-potential, trained management talent



Stronger brand visibility and thought leadership opportunities



Collaboration on research, consulting and innovation initiatives



Workforce capability building aligned to industry needs



Long-term ecosystem partnerships for sustainable impact

“ Together, we can build a future-ready talent pipeline that drives innovation, growth and nation-building. ”

## OUR PROMISE



### RELEVANT

Programs aligned with industry needs and business realities.



### RIGOROUS

Academic excellence combined with practical application.



### RESPONSIBLE

Committed to ethics, inclusivity and nation-building.



### IMPACTFUL

Measurable outcomes for individuals, industry and society.

# OUR PROGRAMME PHILOSOPHY & APPROACH

At NorthBridge Minds, we believe management education must go beyond classrooms to create future-ready leaders who can think, adapt and make an impact from day one.

## OUR PHILOSOPHY



**LEARN.  
APPLY.  
LEAD.**

We focus on experiential learning, real-world problem solving and continuous industry engagement to develop leaders who are innovative, responsible and globally relevant.

## OUR APPROACH

1



### INDUSTRY- INTEGRATED LEARNING

Curriculum co-created with industry leaders to ensure relevance, rigor and real-world applicability.

2



### EXPERT FACULTY & PRACTITIONERS

Blend of academic scholars and industry practitioners bringing insights from the front lines.

3



### EXPERIENTIAL & HANDS-ON

Live projects, case studies, simulations and field immersion to build practical competence.

4



### EMPLOYABILITY FOCUSED

Skill development, mentoring and career support to ensure students are industry-ready.

5



### GLOBAL PERSPECTIVE, LOCAL RELEVANCE

Global best practices integrated with Indian business realities for impact across geographies.

## THE NORTHBRIDGE MINDS DIFFERENCE



Built by practitioners, entrepreneurs and educators



Strong industry connect and partnerships



Focus on outcomes – skills, employability and leadership



Agile, innovative and learner-centric ecosystem



Commitment to excellence, ethics and nation-building

## PROGRAMME HIGHLIGHTS



Industry-validated curriculum



Live projects & case immersions



Advanced tools & analytics



Leadership development



Global exposure opportunities



Personalized mentoring & career support

“

*We don't just deliver education.  
We build capabilities, confidence and character to lead the future.*

”

# OUR PARTNERSHIP MODEL

A collaborative, transparent and outcome-driven model that ensures long-term value for institutions, industry partners and students.



## HOW WE PARTNER



## PARTNERSHIP ELEMENTS



## OUR COMMITMENT TO YOU



**TRANSPARENCY**  
Clear communication and accountability at every step.



**QUALITY**  
Highest standards in academics, pedagogy and delivery.



**IMPACT**  
Measurable outcomes that create real value for all stakeholders.



**FLEXIBILITY**  
Agile and adaptable solutions tailored to your evolving needs.

“

*We don't believe in one-size-fits-all. We believe in partnerships that co-create value, drive excellence and build a better future together.*

”

# VALUE WE CREATE TOGETHER

Our partnership creates a powerful ecosystem that drives academic excellence, industry relevance and societal impact.



## VALUE FOR STAKEHOLDERS



### FOR INSTITUTIONS

- Industry-aligned, future-ready curriculum and programs
- Access to industry expertise, resources and networks
- Enhanced reputation, rankings and student outcomes
- Sustainable model for long-term growth and impact



### FOR INDUSTRY PARTNERS

- Early access to a high-potential talent pipeline
- Co-create solutions to real-world business challenges
- Stronger brand visibility and thought leadership
- Opportunities for innovation, R&D and workforce development



### FOR STUDENTS

- Industry-relevant skills and practical exposure
- Mentorship from experts and leaders
- Better employability and career acceleration
- Global perspective and lifelong learning mindset

## OUTCOMES WE DELIVER



### FUTURE-READY TALENT

Developing skilled, adaptable and ethical leaders ready to excel in a dynamic world.



### INNOVATION & IMPACT

Solving real-world problems through collaboration, research and innovation initiatives.



### STRONGER ECOSYSTEM

Building a robust ecosystem of academia, industry and society for shared growth.



### EXCELLENCE & QUALITY

Upholding the highest standards in academics, pedagogy and operations.



### SOCIAL & ECONOMIC IMPACT

Contributing to nation-building by creating sustainable impact and inclusive opportunities.

## OUR PARTNERSHIP PRINCIPLES



### TRANSPARENCY

Open, honest and accountable in all our actions.



### TRUST

Building lasting relationships based on mutual respect and reliability.



### ALIGNMENT

Aligned goals and shared commitment to drive meaningful outcomes.



### COLLABORATION

Working together as one team to co-create and innovate.



### ADAPTABILITY

Agile and responsive to evolving needs and emerging opportunities.

“

*When we collaborate with a shared purpose, we create value that lasts for generations.*

”



**TOGETHER, LET'S BUILD  
THE BRIDGE TO A BETTER FUTURE.**



# DRIVING IMPACT. BUILDING FUTURES.

Together, we are shaping a future where education meets industry, talent meets opportunity and impact creates progress.



## OUR IMPACT AREAS



### ACADEMIC EXCELLENCE

Elevating the quality of education through industry-relevant curriculum, expert faculty and innovative pedagogy.



### INDUSTRY RELEVANCE

Bridging the gap between academia and industry to ensure learning is aligned with real-world needs.



### TALENT DEVELOPMENT

Building future-ready professionals with the skills, mindset and exposure to lead and make an impact.



### INNOVATION & COLLABORATION

Fostering research, innovation and collaboration for solving real-world challenges.



### SUSTAINABLE IMPACT

Creating long-term value for institutions, industry, students and society at large.

## THE IMPACT WE CREATE



Strengthen academic institutions with industry-aligned programs and expertise.



Empower industry with a future-ready workforce and collaborative solutions.



Enable students to achieve their potential through skills, mentorship and exposure.



Drive innovation, research and entrepreneurship for a competitive and inclusive future.



Contribute to nation-building by creating sustainable and measurable impact.

## JOURNEY OF IMPACT

1

### PARTNER

We engage with institutions and industry partners to understand shared goals.

2

### CO-CREATE

We design programs and initiatives together that address real-world challenges.

3

### IMPLEMENT

We deliver with excellence through expert faculty, experiential learning and technology.

4

### MEASURE

We track outcomes and gather insights for continuous improvement.

5

### IMPACT

We create long-term value that transforms lives, organizations and society.

## WHAT SETS NORTHBRIDGE MINDS APART



### EXPERTISE

Deep academic and industry expertise.



### CUSTOMIZATION

Tailored solutions to meet unique needs.



### COMMITMENT

Unwavering focus on quality and outcomes.



### COLLABORATION

True partners in progress and growth.



### IMPACT-ORIENTED

Driven by purpose, measured by impact.

“

*When we come together with a shared vision, we don't just educate – we empower, we inspire and we transform.*

”

**LET'S BUILD A BETTER FUTURE. TOGETHER.**

# OUR PROGRAMMES

## Industry-Led MBA Programmes Designed for Future-Ready Careers

NorthBridge Minds partners with universities to create industry-integrated MBA programmes that combine academic excellence with practical learning, simulations, structured industry immersion, mentorship, and career-focused outcomes.

1



### MBA in Finance & Capital Markets

*Transforming Students into Industry-Ready Finance Professionals*

Designed for students seeking careers in investment management, financial markets, wealth management, corporate finance, and capital markets.



#### KEY LEARNING AREAS

- Financial Markets
- Equity Research
- Portfolio Management
- Wealth Management
- Derivatives & Risk Management
- Investment Analysis



#### INDUSTRY INTEGRATION

- Trading Simulations
- Market Research Projects
- Portfolio Management Exercises
- Industry Expert Sessions
- Finance Labs



#### CAREER OPPORTUNITIES

- Financial Analyst
- Equity Research Associate
- Investment Advisor
- Wealth Manager
- Portfolio Analyst
- Capital Markets Executive

2



### MBA in Global Business & International Trade

*Building Global Business Leaders for a Connected World*

This programme prepares students for careers in international business, export-import management, global sourcing, trade finance, logistics, and cross-border commerce.



#### KEY LEARNING AREAS

- Global Sourcing & Procurement
- International Trade Operations
- Trade Finance & Global Payments
- Shipping, Logistics & Supply Chain
- Cross-Border E-commerce
- International Business Development



#### INDUSTRY INTEGRATION

- Trade Simulations
- Live Export-Import Projects
- Industry Residency
- Corporate Mentorship
- Structured OJT



#### CAREER OPPORTUNITIES

- International Trade Manager
- Export Manager
- Import Manager
- Global Sourcing Specialist
- Business Development Manager
- Supply Chain Executive

3



### MBA in AI & Business Transformation

*Preparing Future Leaders for the AI-Driven Economy*

A next-generation MBA focused on the application of Artificial Intelligence, Analytics, Digital Transformation, and Business Strategy.



#### KEY LEARNING AREAS

- Artificial Intelligence for Business
- Business Analytics
- Digital Transformation
- Automation & Process Innovation
- Data-Driven Decision Making
- AI Strategy & Leadership



#### INDUSTRY INTEGRATION

- AI Business Simulations
- Live Industry Projects
- Digital Transformation Case Studies
- Technology Workshops
- Industry Mentorship



#### CAREER OPPORTUNITIES

- Business Analyst
- AI Strategy Consultant
- Digital Transformation Manager
- Product Manager
- Business Intelligence Specialist
- Innovation Manager

### COMMON NORTHBRIDGE ADVANTAGES ACROSS ALL PROGRAMMES



Industry-Led Curriculum



Professors of Practice & CXO Sessions



Business Simulations & Case-Based Learning



Structured Industry Immersion & OJT



Live Projects & Mentorship



Placement Assistance & Career Development



NEP-Aligned Experiential Learning Framework



## Learn. Simulate. Apply. Experience. Lead.



NorthBridge Minds is redefining management education through industry-relevant learning, real-world exposure, and career-focused outcomes.